

INTERCONNECT

Issue 1, Volume 4
March 2002
INTERCONNECT



INTERNATIONAL TELECOMMUNICATIONS SOCIETY

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VISIT OUR WEBSITE AT
www.itsworld.org



On August 18, 2002 at 9:00 AM the curtain will rise for the 14th ITS Biennial Conference. The Opening Ceremonies will take place on the 4th floor of the COEX Convention Hall in Seoul, Korea.

The time for the curtain to rise has come for 14th ITS Biennial

Conference. Preparations for the conference are well underway, and officials expect it to be a very successful event, thanks to hard work and cooperation between the organizing and program committees, other committees, hosts, and many individual volunteers.

Many prominent figures in the fields of information technology and telecommunications will attend this conference to present their assessments of present and future developments in the information and telecommunications industries. The conference already has an impressive complement of speakers (see "Opening Ceremony and Plenary Session Speakers" on page 2) with more renowned professionals about to confirm their roles in the program. Please visit the conference website, www.its2002.or.kr for a continuously updated speaker list.

In an effort to recognize outstanding students and to encourage enthusiasm in information and telecommunications research and studies, the Organizing Committee for ITS 2002 will be holding a Student Paper Competition. Awards for this competition are as follows:

Grand Prize	\$1,500 US
First Prize	\$1,000 US
Second Prize	Free registration

ITS invites entries in the Student Paper Competition.

Submission Guidelines for the Student Paper Competition

Interested applicants are requested to submit their **full papers** in electronic format to sec@its2002.or.kr no later than April 15, 2002. Applicants should submit their papers in MS-word format.

Detailed instructions are provided on the ITS 2002 homepage in the "Call for Papers" section.

Message from the Chair

Dear Members

ITS welcomes two new members to its Board of Directors, Gary Madden from Australia and Xu Yan

from China, as well as the re-election of Don Romaniuk from Canada. They survived the perils of an electronic election and the scrutiny of our nominations committee.

These people all have two things in common. They are eminently known professionals in their field and have devoted considerable time and effort to the success of ITS academic conferences in their respective corners of the world.

I'm counting on the 14th ITS biennial conference to be the premier occasion to gather together all ITS members in Seoul this August 18th to 21st (www.its2002.or.kr).

Korea is, according to ITU statistics, the world leader for broadband access and is a renowned e-game business trend setter. I look forward to learning about the Korean approach with curiosity and wonder, thanks to our dynamic conference program coordinator, Nakil Sung, and the support of our host organizations, Korea Telecom, SK Telecom, and the Korea Association for Telecom Policies.

As for the other continents, after the Asia-Pacific back-to-back events of last summer, the conference committee has

endorsed the April 30th, 2002 New York Columbia University meeting organized by Jim Alleman as an ITS North-American regional event. The theme of this conference is that of telecom boom-bust cycles and the volatility of financial markets (www.citi.columbia.edu). Don't miss this unique chance to express your views on this issue with Joe Stiglitz, Bob Crandall, David Sappington, and other renowned economists.

This will precede our "20th Annual ICFC Forecasting & Demand Analysis Conference," June 25-28 in San Francisco's Grand Hyatt, organized by David Loomis, on the theme of "an uncertain economy" (www.icfc.ilstu.edu).

The next European regional conference is in Madrid, September 8-10, hosted by the Spanish Ministry of Science and Technology for the "6th Jornadas de Economia de las Telecomunicaciones" and University Carlos III. It is being organized by Professor Teodosio Perez Amaral (teodosio@ccee.ucm.es). Your ideas and paper submissions are welcome. You may also want to visit the web site at <http://www.ucm.es/info/ecocuan/tpa>.

At the Seoul conference we will be selecting the venue for ITS 2004. Rumors have possible bids from potential host organizations in France, Germany, or sunny California.

Loretta Anania
ITS Chair

continued on page 2

ITS Curtain Rising

continued

In addition to the diverse scientific programs, the social programs will provide participants with an opportunity to relax with quality entertainment and also maximize their networking opportunities. The social programs will also allow delegates to observe Korean culture first hand. Guests will be provided with a chance to become acquainted with Koreans from all walks of life.

During "Korean Night," delegates will enjoy an eye-catching performance of traditional Korean folk dance and music by the "Little Angels." The "Little Angels" are a Korean children's performing arts group that delivers Korean traditional arts to the rest of the world in a goodwill mission of peace and art. They are well-known globally and are sometimes referred to as the "singing and dancing angels."

On the last night of the conference, guests will take part in the farewell party that concludes the three-day/four-night event on a cruise ship, enjoying the night skyline of Seoul from the Han River. A buffet dinner will be followed by an entertaining program.

Interesting tour programs will be available throughout the conference. While they are scheduled with accompanying persons in mind, all participants are welcome to join.

Korean Folk Village Tour

The Korean Folk Village will take you back to 18th century Korea. There are over



270 farmers' houses, a nobleman's house, a government building, and a fortuneteller's house, among other contemporary sights of the time. After the trip, a stop will be made at Itaewon Street, which has a reputation for being a shopper's paradise.

Seoul City Tour

The heart of Seoul is often said to be Gyeongbokgung Palace, which is the oldest of the five royal palaces of the Joseon Dynasty. It is famous for the beauty and architectural craftsmanship of its buildings and is conveniently located near the streets of Insa-dong. This is a district famous for great buys in ceramics and antiques. This tour will finish with a stop at the World Cup Stadium and Olympic Park

Folk Museum & Ceramic Making Tour

This tour will lead you to Lotte World Folk Museum, which provides viewers with a vivid sense of Korean history and culture. The participants will then be led to Icheon Pottery Village where they can experience first-hand the work of an expert ceramist. Icheon is famous for having been the center of ceramic arts for thousands of years.



Details on both the scientific and social programs will be periodically updated on the official web site at www.its2002.or.kr.

Registration for ITS 2002 will give you a rare opportunity to experience fascinating Korea. You can conveniently register for this exciting event online through www.its2002.or.kr or by submitting the registration form included with this issue of **Interconnect**. Registration is recommended before June 30th.



Opening Ceremony and Plenary Session Speakers

Cristiano Antonelli

Professor, University of Torino
Vice-president, International Schumpeter Society

Paek J. Cho

Vice President of Research Affairs, Myongji University
Former President of KT (Korea Telecom)

Bezalel Gavish

Professor, Southern Methodist University
Eugene J. and Ruth F. Constantine Distinguished Chair in Business

Hansuk Kim

President, Pacific Telecommunications Council
Director, Management Research Lab., KT (Korea Telecom)

Eli M. Noam

Professor, Columbia University
Director, Columbia Institute for Tele-Information

Charles Steinfield

Professor, Department of Telecommunication
Michigan State University

Efraim Turban

Visiting Professor, Department of Information Systems
City University of Hong Kong

Yoshio Utsumi

Secretary-General, International Telecommunication Union
Deputy Minister, Ministry of Posts and Telecommunications (Japan)

In addition to the above speakers, many other presenters will be participating in the parallel sessions. Presenters of the parallel sessions who are confirmed to date include **Gary Madden** (*Curtin University of Technology*), **M. Ishaq Nadiri** (*New York University*), **Hrishikesh D. Vinod** (*Fordham University*), **Jonathan Liebenau** (*London School of Economics*), **Paul Rappoport** (*Temple University*), and **James Alleman** (*Columbia University*), as well as many others.

The above speakers will help to make this international gathering a valuable and rewarding experience.

ITS Board Ready For 2002 Biennial Conference

On November 24, 2001, the ITS Board met for the final time prior to the ITS Biennial Conference to be held in Seoul, August 18-22, 2002. Highlights of the meeting included reports by committee chairs that reflected the current healthy state of the Society.

Budget Update

Treasurer Leland Schmidt advised the Board that ITS' finances are in the best shape they have ever been in. Significant revenues have been generated for ITS over the past several years from conferences held in Seville, Calgary, Stockholm, and Buenos Aires. Mr. Schmidt also noted that global and other corporate membership numbers were growing.

Board Member Update

Nominations and Membership Chair, Stanford Levin, reported that five new Board members were elected or re-appointed by electronic vote since the last Board meeting in Buenos Aires. They are Willie Grieve (TELUS), Richard Simnett (Telcordia), Hansuk Kim (Korea Telecom), Tom Spacek (formerly of Telcordia), and Tetsuo Kurisawa (InfoCom Research).

Loretta Anania announced that Mr. Grieve would join the Marketing Committee, Mr. Simnett would participate on the Conference Committee, and Mr. Kim would join the Strategic Planning Committee. Discussions would be held with the other two members to determine on which Board committees they would participate.

ITS Conferences

Conference Committee Chair, Hidenori Fuke, reported on a very busy and successful year for ITS regional conferences.

• Perth

ITS Asia-Indian Ocean Regional Conference, July 2-3, 2001

• Taipei

2001 International Telecommunications Symposium, "Competing Strategies in an Uncertain Era," July 2, 2001

• Hong Kong

6th ITS Asia-Pacific Conference, July 5-7, 2001

• Dublin

12th ITS European Regional Conference, September 1-3, 2001

He also provided the Board with participant lists from the first three of the ITS regional conferences held last year.

Professor Fuke then reported on upcoming ITS regional conferences including the next European regional conference to be held in Madrid from September 8-10, 2002, in conjunction with an EIRIE conference. He also updated the Board on the 2003 European regional conference planned for Helsinki. Juergen Mueller has been, and continues to be, the principal organizer of ITS' European regional conferences.

There was also discussion on whether uniform standards should be established for programs and procedures relating to regional conferences. Matters for further discussion that might be subject to such standards include

- conference budgets
- composition of conference organizing committees
- program content and standards for accepting papers
- conference notification procedures to members
- publication of conference proceedings
- criteria for accepting attendees (including fees payable)
- subsequent financial reporting
- declaration of the financial interests of ITS members involved in the conference

The Board went on to consider possible sites

for the 2004 Biennial Conference. The consensus of the Board was that North America might be a better location for a regional conference, while efforts should be directed to securing a European location for the 2004 Biennial Conference.

The Board also expressed a preference for a more traditional, large scale conference over a more streamlined conference in a university setting with limited (and, hence, less expensive) social functions, especially if corporate attendees were to be attracted.

Finally, it was noted that if greater conference and sponsor participation were to be sought from the corporate sector, it would be helpful to secure a select list of marquee speakers from the domain of business, government, regulatory agencies, and academia.

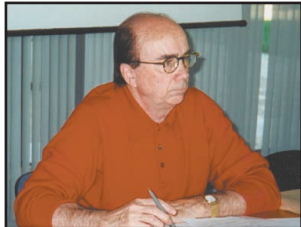
New ITS Journal

The principal focus of the Publications Committee Report presented by Publications Chair, Eric Bohlin, centered on ITS' arrangement with IDATE, whose principal publication, *Communications and Strategies*, is also now the official print journal of the ITS. The contract with Camford Publishing for the online journal, *info*, was not renewed by ITS in 2002 due to both the cost and the lack of traffic from ITS members accessing *info* online.

ITS Chair, Loretta Anania, extended her deepest thanks on behalf of the entire Board to IDATE and Mr. Yves Gassot, President IDATE, who met with and hosted a luncheon for the Board, for the hospitality that was extended during the IDATE conference in Montpellier. She noted that the relationship between IDATE and ITS is strong and will undoubtedly grow stronger over time.

High ITS Profile

The Marketing and PR Committee Report was presented to the Board by Chair, Don Romaniuk. In the 16 months between the Board meeting in Buenos Aires and the Board meeting in Montpellier, five issues of the ITS newsletter, *Interconnect*, have been published



Leland Schmidt



Erik Bohlin and Hidenori Fuke



Loretta Anania



Don Romaniuk

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ITS Board Ready for 2002 Biennial Conference

continued

and distributed to members and potential members of ITS. Approximately 1500 issues are distributed as inserts in the ITS journal. An additional 500 to 1500 copies of Interconnect are printed with each issue for distribution at ITS conferences.

A new ITS brochure was published just before



Juergen Mueller and Jim Alleman

the Buenos Aires Biennial Conference. In the ensuing 16 months almost 5000 copies have been distributed to attendees and prospective attendees at numerous conferences around the world. A new ITS brochure is being designed for distribution this year.

The ITS website (www.itsworld.org) was launched in Buenos Aires. It has been maintained and periodically updated since that time with information

about ITS developments, upcoming conferences, calls for papers, changes to the Board and Board Committees, new issues of **Interconnect** and new corporate sponsors.

ITS Vice-Chair

The Board unanimously endorsed the appointment of Erik Bohlin to replace David Cracknell as Vice-Chair of ITS until the next meeting of the Board in Seoul this coming summer.



ITS 2002 • Program Coordinator's Message



*Dr. Nakil Sung
Program Coordinator*

To those of you who will grace the 14th ITS with your presence, we are here for you. We are doing our very best to make this conference successful and rewarding. In particular, the members of the secretariat and staff of INTERCOM - our official professional congress organizer - are striving to communicate efficiently and work effectively.

Please feel free to contact Ms. Kay Jung at sec@its2002.or.kr, Mr. Young Don Kwon, Mr. Jin Hyeok Park or Ms. Sook Jung Han (especially about registration) at its2002@intercom-pco.co.kr.

Do not hesitate to contact me personally at nisung@uos.ac.kr for any questions on traveling to Seoul. We are fully prepared to ensure your comfortable stay in Seoul. We are sure that you will take away incredible memories of dynamic Korea.

I am convinced that you will find the scientific program helpful and the social programs enjoyable. You will have the chance to listen to traditional Korean songs, to watch exotic Korean dances, and to enjoy a leisurely time with your colleagues sailing up the Han River. Please check our website at www.its2002.or.kr. I hope you will not miss this great opportunity to exchange information and enhance your knowledge and perspective, build your international networks and experience splendid Seoul.

Finally, we are always open to any suggestions and advice regarding the conference. See you in Seoul.

14th ITS Biennial Conference Welcoming Remarks



*Professor
Jae-Cheol Kim*

**Professor
Jae-Cheol Kim**
*Co-Chair of
Conference*
Prof. of KAIST
Graduate School of
Management, KAIST,
Korea

East Asia is one of the most dynamically changing sectors in the global economy. In particular, its striking progress in the information and telecommunications industries has drawn global attention. Seoul is at the center of change and progress, and is becoming one of the most attractive places in Asia to live and work. Moreover, it is hosting the 2002 FIFA World Cup. We want the ITS 2002 to be a lively forum for speaking, listening, and dynamically communicating on core issues in information and telecommunications.



Mr. An-Yong Choi

Mr. An-Yong Choi
*Co-Chair of
Conference*
Executive Vice
President of
Planning and
Coordination
Office, KT, Korea

Korea has been a leading country in the expansion and implementation of telecommunications services

including high-speed Internet access service. Moreover, the Korean telecommunications industry is going through the same type of radical deregulation that has been seen in many other countries. We hope that ITS 2002 will serve as an excellent opportunity for discussion and resolution of common concerns raised in the course of these rapid changes.



Mr. Shin-Bae Kim

Mr. Shin-Bae Kim
*Co-Chair of
Conference*
Senior Vice President
of Strategic Planning
Divisional Group,
SK Telecom, Korea

Korea was the first country in the world to successfully commercialize CDMA technology, and it is currently at the forefront of providing 3G services. The telecom industry is being revolutionized by the convergence of the Internet and mobile communications, and there is much uncertainty surrounding the future direction of the industry. It is my hope that the ITS 2002 forum will be the place where new ideas and thoughts can be gathered and shared among the many participants from around the world.



ITS 14th Biennial Conference
 August 18-21, 2002
 Convention & Exhibition Center (COEX)
 Seoul, Korea
www.its2002.or.kr

Registration Form

1 Participant

First (Given) Name _____		Last (Family) Name _____		Title <input type="checkbox"/> Prof. <input type="checkbox"/> Dr. <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	
Position _____		Department _____		Affiliation _____	
Address _____					
City/State _____		Zip Code _____		Country _____	
Tel _____		Fax _____		E-mail _____	

2 Accompanying Person(s)

<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	First (Given) Name _____	Last (Family) Name _____
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	First (Given) Name _____	Last (Family) Name _____
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	First (Given) Name _____	Last (Family) Name _____

3 Registration Fees

Full-time students have to submit a copy of their student ID card to the Secretariat by fax or airmail in order to qualify for the reduced fee.

Category	On or before June 30, 2002	After June 30, 2002	Amount Due
Regular	<input type="checkbox"/> US\$ 500	<input type="checkbox"/> US\$ 600	<input type="text"/>
Full-Time Student	<input type="checkbox"/> US\$ 350	<input type="checkbox"/> US\$ 450	<input type="text"/>
Accompanying () Person(s)	<input type="checkbox"/> US\$ 200/Person	<input type="checkbox"/> US\$ 200/Person	<input type="text"/>

4 Social Programs

Programs	Dates	No. of person(s)	Fee/Person
<input type="checkbox"/> Welcome Reception	August 18	_____	Free
<input type="checkbox"/> Korean Night (Banquet)	August 19	_____	Free
<input type="checkbox"/> Farewell Party	August 21	_____	Free

5 Accompanying Person(s) Programs

Programs	Dates	No. of person(s)	For General Participant	Amount Due
<input type="checkbox"/> AP1: Koean Folk Village Tour	August 19	_____	<input type="checkbox"/> \$US 70	<input type="text"/>
<input type="checkbox"/> AP2: Seoul City Tour	August 20	_____	<input type="checkbox"/> \$US 70	<input type="text"/>
<input type="checkbox"/> AP3: Lotte World Folk Museum & Making Ceramic Tour	August 20	_____	<input type="checkbox"/> \$US 70	<input type="text"/>

The programs above are available to accompanying persons free of charge and to general attendees at the conference with payment of \$US 70.00 per person.



ITS 14th Biennial Conference
August 18-21, 2002
Convention & Exhibition Center (COEX)
Seoul, Korea
www.its2002.or.kr

Registration Form

6 Tour Programs

	Tour Programs	No. of person(s)	Fee/ Person	Amount Due
Post Conference Tour	<input type="checkbox"/> Aug. 22 - 23 PT-001 Gyeongju, The Smiling of Shilla	_____	S: US\$ 340 D: US\$ 280	<input type="text"/>
	<input type="checkbox"/> Aug. 22 - 23 PT-002 Jeju Island, Hawaii of the Orient	_____	S: US\$ 340 D: US\$ 280	<input type="text"/>

S = Single Occupancy, D = Double Occupancy

7 Payment

Please indicate payment method below:

☐

By Bank Transfer

Name of Bank: Kookmin Bank

Account No.: 070-01-0442-169

Account Holder: Korea Association for Telecommunications Policies

SWIFT Address: CZNBRSE

☐

By Bank Draft payable to the Conference Office

☐

By Credit Card

Card: ☐ Visa ☐ Master Card

Card Number: _____ Expiration Date: / /

Name of Card Holder: _____ Signature of the Card Holder: _____

Please complete and return this form to the Conference Office by airmail, fax or e-mail.

The registration is available at the Conference Homepage at <http://www.ITS2002.or.kr>.

Conference Office

INTERCOM Convention Services, Inc.
4Fl. Jiseong Bldg, 645-20, Yeoksam 1-dong
Gangnam-gu, Seoul 135-910, Korea

Tel: +82-2-3452-2937

Fax: +82-2-565-2434

E-mail: its2002@intercom-pco.co.kr

<http://www.intercom-pco.co.kr>

Date (DD/MM/YY)

Signature

Next ITS Regional Conference Approaching Fast

A one-day ITS Regional Conference, "The New Telecommunications Industry and Financial Markets: From Utility to Volatility," will be held in New York City at Columbia University on April 30, 2002.



Jim Alleman

This conference will feature leaders in the telecommunications, regulatory, and investment communities, bringing together academic analysts and practitioners to assess the variety of factors that have influenced changing regulatory regimes and the dynamic responses of investors.

The conference will address the relationships among investors and regulators in a number of contexts.

The key questions for the conference are:

- What are the dynamic interactions between the regulatory and financial communities?
- Can regulatory regimes optimize infrastructure investments?

- Are current financial markets able to optimize infrastructure investments?
- What effects will recent U.S. telecommunications policy changes have upon the financial environment?

Among the many high-profile speakers on the program are Joseph Stiglitz, last year's winner of the Nobel Prize in Economics, Bruce Greenwald, David Sappington and Bob Crandell.

An implicit relationship exists between a regulatory regime and financial markets. Various countries have tried different models of regulation in order, among other things, to affect the balance in investment among infrastructure, services, innovation and market expansion.

All major telecommunications companies pay close attention to regulatory practices when determining their spending in these areas. Both internal investment activities and stock market strategies are affected by such relationships.

However, those relationships are neither straightforward nor obvious. There are significant imbalances. South Korea, for example, is a world leader in rolling out broadband services under a regulatory regime that looks quite different from American, European and even Japanese models. The European environment, consisting of the new regulatory framework adopted by the European Commission and the varying national practices of Member States, hardly looks like an application of any simple model for regulatory/investment efficiency.

ITS Chair, Loretta Anania, stated that ITS is proud to have a North American event of this exceptional caliber following very strong conferences held in Dublin, Taipei, Perth and Hong Kong last year.

For more information on the U.S. conference, or to register, contact the Institute at events@vii.org, (212) 854-4222, or visit the conference web site at <http://www.citi.columbia.edu>.

ITS Board of Directors

James H. Alleman

David B. Allen

Loretta Anania
(ITS Chairman)

Cristiano Antonelli

Rodolphe Baronnet-Frugès

Erik Bohlin
(ITS Vice Chair &
Chair, Publications)

Fernando Raúl Borio

Nicolas Curien

Alain de Fontenay

Hidenori Fuke
(Chair, Conferences)

Dan Furman

Willie Grieve

Koichiro Hayashi

Hansuk Kim

Jae-Cheol Kim

Ferenc Kiss

Tetsuo Kurisawa

Donald M. Lamberton

Stanford Levin
(Chair, Membership &
Nominations)

Juergen Mueller

Karl-Heinz Neumann

Robert Olley

Fernando Gallardo Olmedo

Gérard Pogorel

Lorenzo Pupillo

Walther Richter

Don Romaniuk
(Chair, Marketing & Promotions)

Leland W. Schmidt
(ITS Treasurer)

Susan Simon

(ITS Secretary)

Richard E. Simnett

Thomas R. Spacek

Noemy W. Wachtel

Georgette Wang

Glyn Williams
(Chair, Strategic Planning)

Glenn A. Woroch

ITS SECRETARIAT • Ronny Mingels
<rm@arttic.b.e>



Call For Papers for the Madrid Regional Conference

13th European Regional ITS Conference

September 8-10, 2002 in Madrid, Spain
(In association with the 29th EARIE Conference, Sept. 5-8, 2002)

Hosted by the Spanish Ministry of Science and Technology for the "6th Jornadas de Economía de las Telecomunicaciones" and University Carlos III

The Program Committee of the 13th European Regional ITS Conference invites your abstract submission for sessions and papers addressing the theme "Future Structures of the Telecommunications Industry, Nationally and Internationally, Horizontally and Vertically."

Sub themes will include the following.

Industrial Policy Issues

- Privatization of Existing Carriers or Restructuring through Mergers or De-mergers
- Strategies: International Alliances in Converging or Colliding Markets
- Assessing the Effects of Liberalization on Industry
- Regulation of International Telecommunications: The Roles of the WTO and ITU
- Competition and Privatization of International Facilities (Intelsat, Inmarsat)

Regulation

- Regulation at the National and EU Levels: What should be the Division of Jurisdiction?
- Effects of Regulation on Innovation and Productivity
- Antitrust Tools versus Sector Specific Regulation
- Open Network Architecture: Pricing and Other Access Issues
- Standards and Intellectual Property Rights
- Competition in Local Markets: CATV, Narrow Band and Cellular Services

Role of Telecommunications

Infrastructure

- Impact of Infrastructure on Regional and General Economic Developments
- Role of FDI / Foreign Operators and Local Governments in Transition Countries (Case Studies)
- Information Infrastructure: Implications for "Have" and "Have-Not" Nations Relating to the Digital Divide in the Face of the Ubiquitous Information Environment
- Social Impacts: the Relationship Between Individuals and Communities

- Measuring Technical Progress and Productivity in Telecom Services
- Broadband CATV networks and Their Upgrade Changes in the Structure of the Telecommunications Industry
- Globalization of Telecom Service Providers, International Alliances and the Effects on Competition
- Market Cooperation and the Co-existence of Different Telecom Services
- Costs and Benefits of Vertical Separation: Lessons From the Recent US Turnaround
- Market Studies and Determinants of Market Change
- Convergence in Telecommunications, Broadcasting and Computing
- Strategies in the Multimedia Business, Horizontal and Vertical Integration
- Convergence in the Information Highway to the Home: Interactive Analogue and Digital Broadcasting
- Globalization of Mass Media Markets, Copyright Issues, IPP and Media Asset Management
- Digitalized Broadcasting (DBB), Video on Demand, Digitalized Cinema and the Multimedia Home

Platform (MHP)

- Integration of Various Transmission Platforms (Internet, DVB, GSM)
- Internet TV and TV on the Internet

Telecommunication Services

- Methodologies for Forecasting Telecommunications Product/Service Developments/Market Studies
- Usage Patterns of Services/Monitoring Product and Service Developments
- Telecommunications and Mass Media: Market and Home Shopping, On Line Learning
- The Internet: A New Paradigm for the Telecom Market (Convergence, Pricing, and Consequences of a Virtual Market Place)
- Corporate and Private Networks
- New Services on the Net
- Mobile Telecom Services (GSM, PCS/N and CT2)
- New UMTS Services

Electronic Commerce

- Consumer Protection: The Impact of Payment Systems, Regulations, and Technical Standards on Personal Freedom and Privacy.

Other Themes

- The Effect of Telecommunication Usage on Organizations (Across and Within Firms) Including the Impact of the Internet on Governance
- Social and Employment Impact of Telecom Applications

The Program Committee encourage proposals on these and other related subjects and encourages varied and interesting formats that may include panels, individual papers, survey articles and unique presentations.

Submission Guidelines

Papers should be written in English and based on current research. Submissions should be received by March 31, 2002, although quality submissions will be considered for a short time longer. The referee process will continue through May 31, 2002.

Submitted texts should be in Microsoft Word, and tables/graphs in Microsoft Excel. Submissions should consist of a two-page abstract and a paper of no more than 25 pages (line spacing set to 1.5 lines) including the paper heading, full contact details, keywords and JEL code. Proposals will be accepted on paper or floppy disc. E-mail submissions are also welcome.

Presentations are generally 25 minutes in duration, followed by a brief discussion period. If you require more time for your proposed presentation, or have any special audiovisual or technical requirements, please indicate this in your abstract.

All authors of accepted papers are required to register for the conference by July 31, 2002 and pay the regular registration fee. A limited number of registration scholarships may be available to academic and government presenters.

Guidelines for the submission of papers, as well as additional information about the Madrid meeting, can be found by visiting the conference website at <http://www.itseurope.org>.

Additional information about EARIE can be found at www.fundation.ucrm.es.

Please address all contributions to

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10825 Berlin, Germany
tel. +49 30 85789-145
fax. +49 30 85789-199
email: ekor@fhw-berlin.de

20th Annual ICFC Conference

An International Communications Conference on Marketing, Forecasting and Demand Analysis

Conference Theme: "Telecom Forecasting, Marketing and Demand Analysis in an Uncertain Economy"

June 25-28, 2002

Grand Hyatt San Francisco

San Francisco, CA USA

website - <http://www.icfc.ilstu.edu>

Hosted by: Illinois State University & The International Telecommunications Society (ITS)

Sponsored by: M/A/R/C® Research and NERA

The ICFC is designed by industry experts specifically for Communications Professionals. The theme of the 2002 conference is "Telecom Forecasting, Marketing, and Demand Analysis in an Uncertain Economy." With the worldwide economies slowing down, the growth rate for demand for telecommunications products has decreased significantly. In order to grow, companies must do a better job of marketing to customers, analyzing demand, controlling costs and forecasting.

Success in this changing marketplace requires knowledge of customers, competitors, markets, and a fundamental understanding of how to leverage emerging technologies. How can customer behavior be understood in an era of an uncertain economy, converging technologies, changing market dynamics, new product and service bundling, and intense competition?

The 2002 ICFC is the ideal forum for discussion and synthesis of these issues with up-to-date research presentations by professionals in communications marketing, forecasting, and demand analysis.

- **Excellent Training Opportunity**
- **Outstanding Value**
- **Ideal for New Employees**
- **Latest Research Available Anywhere**

Internationally Known Speakers

Building the Bridge to the New Economy: Marketing, Managing and Maintaining Technology Assets

By Scott Draughon, President and Chief Executive Counsel of Draughon Professional Association, one of the leading technology law practices in the nation.

The Impact of the Current Market Situation on the Emerging Trends in the Communications Industry

By Joseph J. Bonocore, Chairman & CEO of Eclipse Networks and author of *Commanding Communications*, a business book on the communications industry released by John Wiley & Sons.

The Business Cycle and Telecoms - Micro/Industry Links

By Andrew Hodge, Group Managing Director, US and Canada, Macroeconomics at DRI-WEFA Group, and by Christopher Swann, Senior Consultant, Telecommunications/IT at DRI-WEFA Group.

What Will be the Telecom Industry's Growth Engines?

By Marilyn H. O'Connell, Vice President, Strategy and Business Development at Verizon Communications.

ICFC TUTORIALS

Demand Analysis Using Pooled Time Series - Cross Sectional Data

By Chris Dineen, Managing Consultant, Economic Analysis with Teligen Total Research (formerly Eurodata).

Survival/Hazard Models for Telecommunications Demand Applications

By R. B. Williamson, Worldwide Director for Telecoms research for Taylor Nelson Sofres.

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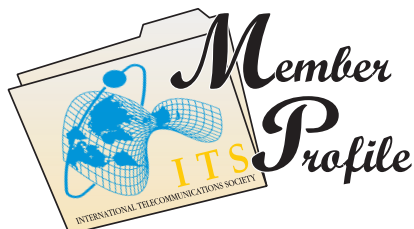
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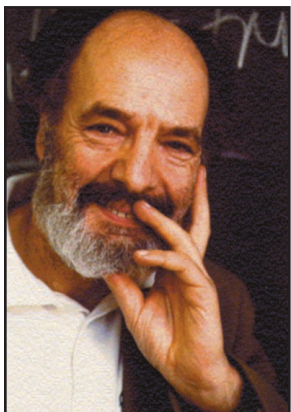
Juergen Mueller

Dr. Mueller studied economics and agricultural economics at the University of Minnesota and at Stanford University, where he received his Ph.D. in 1972.

While a research fellow at the Science Center Berlin and a lecturer at the University of Bonn, Dr. Mueller began his work on the economics of industrial organization and on regulatory issues.

He was later involved with major policy studies while associated with the University of Sussex (SERC), the Ecole Polytechnique (CRG) in Paris and, since 1981, the German Institute for Economic Research (DIW) in Berlin.

Dr. Mueller is now working primarily in the area of industrial economics and competition policy. He has been Visiting Research Professor of Industrial Organization at INSEAD, Fontainebleau Visiting Professor at Stanford University and Affiliate Professor of the Berlin Programme of Stanford University.



In 1991 and 1992, he was holder of the DAAD/University of Toronto Chair for German and European Studies at the University of Toronto. He was on leave in 1993/94 from the DIW as Senior Economist of the Telecommunication Development Bureau (BDT) of the International Telecommunication Union (ITU). He also holds a chair in Economics at the FHW Berlin, a business school with a long tradition in interdisciplinary management training.

Dr. Mueller is the European Regional Coordinator for ITS and the cornerstone for annual ITS European Regional Conferences. He is also a past president of the European Association for Research in Industrial Economics (EARIE).

His publications cover the area of applied economics and regulatory policy, as well as special issues pertaining to telecommunication and information. He is author of a number of books which include *Concentration in West Germany* (Schwarz, 1974), *Government Regulation* (Nomos, 1979), *Lessons from Deregulation* (Nomos, 1984), *European Telecommunications Organizations* (Nomos, 1989), *Mobile Telecommunication in Emerging European Markets* (Artech House 1995), *Telecommunications Take-Off in Transition Countries* (with K.E. Schenk and J. Kruse, Avebury 1997).

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